

PTO DAY PROGRAM: CONNECTING THE IP COMMUNITY WITH THE PTO Tuesday, March 10, 2015

TIME	FUNCTION & LOCATION	
7:30 AM	REGISTRATION AND CONTINENTAL BREAKFAST – <i>Salons DE Foyer (Ballroom Level)</i>	
8:15 AM - 8:30 AM	PATENTS WELCOME AND INTRODUCTIONS	TRADEMARKS WELCOME AND INTRODUCTIONS
8:30 AM - 10:00AM	PATENT SESSION: RECENT PATENT CASE LAW DEVELOPMENTS – HOW DOES IT AFFECT YOU? This session will focus on case law developments of the last year and how USPTO examiners and applicants can think about and apply them in their work. <u>Introduction:</u> Prof. John Whealen , <i>George Washington University, Washington, DC</i> <u>Speakers:</u> Paul Berghoff , <i>McDonnell Boehnen Hulbert & Berghoff LLP, Chicago, IL</i> Hon. Raymond Chen , <i>U.S. Court of Appeals for the Federal Circuit, Washington, DC</i> Hon. Todd Hughes , <i>U.S. Court of Appeals for the Federal Circuit, Washington, DC</i> <i>USPTO Speaker TBA</i>	TRADEMARK SESSION: STATE OF THE TRADEMARK OFFICE Speakers will address what's new at the Trademark Office including the Post Registration Proof of Use pilot study; post registration amendments to identifications of goods and services due to technology evolution; and the Office's involvement in TM5 projects. <u>Speakers:</u> Mary Denison , <i>Commissioner for Trademarks, USPTO</i> Montia Givens-Pressey , <i>USPTO</i> Laura Hammel , <i>USPTO</i> Cynthia Lynch , <i>USPTO</i> Sharon Marsh , <i>USPTO</i> Allison Strickland Ricketts , <i>Fross Zelnick Lehrman & Zissu, PC, New York, NY</i>
10:00AM -	COFFEE BREAK	
10:30AM - 12:00NN	PATENT SESSION: SECTION 101 - WHAT'S LEFT OF LIFE SCIENCES AND SOFTWARE PATENTABILITY, AND HOW TO MAXIMIZE SUCCESS IN THE NEW NORMAL Panelists will focus their discussion on the importance of the <i>Alice Corp. v. CLS Bank</i> and <i>Mayo v. Prometheus</i> decisions and their application by the Office as well as patent practitioners. Additionally, panelists will address the new Examination Guidelines. <u>Moderator:</u> Hon. Paul Michel , <i>Alexandria, VA</i> <u>Speakers:</u> Richard Bress , <i>Lathan and Watkins, Washington, DC</i> Drew Hirshfeld , <i>Deputy Commissioner for Patent Examination Policy, USPTO</i> Mark Perry , <i>Gibson Dunn, Washington, DC</i> Carter Phillips , <i>Sidley Austin, Washington, DC</i>	TRADEMARK SESSION: RECENT TRADEMARK CASE LAW UPDATE This session will cover a review of recent TTAB case law and other important trademark cases including the <i>B&B Hardware, Inc. v. Hargis Industries, Inc.</i> and <i>Hana Financial, Inc. v. Hana Bank</i> cases. TTAB judges will also address accelerated case resolution including who's using it and how to use it effectively. <u>Moderator:</u> Wendy Larson , <i>Pirkey Barber PLLC, Austin, TX</i> <u>Speakers:</u> Nancy Mertz , <i>Schoeman Updike Kaufman & Stern LLP, New York, NY</i> Amie Peele Carter , <i>Faegre Baker Daniels LLP, Indianapolis, IN</i> Hon. Gerard Rogers , <i>TTAB, USPTO</i> John Welch , <i>Lando & Anastasi, LLP, Cambridge, MA</i>
12:00NN - 1:30 PM	LUNCH <i>Address by: Hon. Michelle Lee, Deputy Director, U.S. Patent and Trademark Office, Alexandria, VA</i>	

<p>1:30 PM - 2:45 PM</p>	<p>PATENT SESSION: TIPS AND PITFALLS FOR FOREIGN APPLICANTS This session will address pitfalls and provide tips to improve foreign applications. Panelists will also discuss advantages, the current status and improvements of PPH.</p> <p><u>Moderator:</u> John Treangen, <i>Dow Chemical Co., Philadelphia, PA</i></p> <p><u>Speakers:</u> Jeremy Jay, <i>Leydig, Voit & Mayer, Washington, DC</i> Mark Guetlich, <i>Lakshmikumaran & Sridharan, Sammamish, WA</i> Mark Powell, <i>Deputy Commissioner for International Patent Cooperation, USPTO</i></p>	<p>PATENT SESSION: THE PTAB – UNDERSTANDING THE ODDS AND HOW TO MAXIMIZE THEM This session will get beneath the statistics and dispel the myths or clarify the trends. Panelists will address how to apply the law and will provide dos and don'ts to successfully advance your case at the PTAB.</p> <p><u>Intro. Speaker:</u> <i>PTAB Judge TBA, USPTO</i></p> <p><u>Speakers:</u> Mark Abate, <i>Goodwin Procter, New York, NY</i> Edward Blocker, <i>Koninklijke Philips N.V., Briarcliff Manor, NY</i> <i>USPTO Speakers TBA</i></p>	<p>TRADEMARK SESSION: TRADEMARK EXAMINATION IN SOCIAL MEDIA Speakers will discuss a variety of trademark examination issues in social media including goods descriptions; specimen of use issues; and hashtags. Also hear how corporate trademark departments manage social media issues and implement new gTLDs.</p> <p><u>Speakers:</u> Jennifer Chicosci, <i>USPTO</i> Jake Feldman, <i>Johnson & Johnson, New Brunswick, NJ</i> Robert Lavache, <i>USPTO</i></p>
<p>2:45 PM -</p>	<p>COFFEE BREAK</p>		
<p>3:15 PM - 4:30 PM</p>	<p>PATENT SESSION: ORAL ADVOCACY Hear the perspective of both the examiner and the applicant during a mock interview. What works best? What can applicants and examiners do to prepare in advance, during, and after an interview?</p> <p><u>Moderator:</u> Bill Smith, <i>BakerHostetler, Scottsdale, AZ</i></p> <p><u>Speakers:</u> Courtenay Brinckerhoff, <i>Foley & Lardner LLP, Washington, DC</i> Timothy Callahan, <i>USPTO</i> Andy Faile, <i>Deputy Commissioner for Patent Operations, USPTO</i> Sean Sullivan, <i>Cantor Colburn LLP, Hartford, CT</i></p>	<p>PATENT SESSION: IPR Panelists will discuss common mistakes that applicants make in prosecution that can be costly in IPR; how to get an amendment to claims accepted in IPR; and tips that applicants can do to insulate themselves against IPR.</p> <p><u>Speakers:</u> Richard Rainey, <i>General Electric Co., Fairfield, CT</i> Patrick Doody, <i>Pillsbury Winthrop Shaw Pittman, LLP, McLean, VA</i> <i>USPTO Speakers TBA</i></p>	<p>TRADEMARK SESSION: FEDERAL REGISTRATION OF DISPARAGING, IMMORAL AND SCANDALOUS TRADEMARKS The first part of the session will focus on an overview of Section 2(a) of the Lanham Act as well as the procedures for determining if a trademark is disparaging. Then, attendees will hear from counsel that represented the Native Americans in the Washington Redskins case as well as the counsel for The Slants.</p> <p><u>Moderator:</u> Lisa Ulrich, <i>IBM Corp., Armonk, NY</i></p> <p><u>Speakers:</u> Stephen Baird, <i>Winthrop & Weinstine, P.A., Minneapolis, MN</i> Ron Coleman, <i>Goetz Fitzpatrick, New York, NY</i> Cynthia Lynch, <i>USPTO</i> Jesse A. Witten, <i>Drinker Biddle & Reath LLP, Washington, DC</i></p>
<p>4:30 PM - 5:30 PM</p>	<p>NETWORKING & COCKTAILS</p>		